

ABSTRACT OF THE DISCLOSURE

A process and corresponding system of supplying information relating to a visited location to a user of a portable device having a unique device identification code includes visiting by the user of the location about which information is desired, reading the device identification code of the portable device held by the user by a reader having a unique reader identification code and associated with the location being visited by the user, supplying to a control center the read device identification code and the reader identification code of the reader having read the device identification code, and supplying by the control center to a location associated with the supplied device identification code information associated with the supplied reader identification code.

10004545.120501